



## PARTNERING WITH GIRLS ON THE RUN

### WHO WE ARE

Girls on the Run is a 501(c)(3), nonprofit, youth development program. The program's evidence-based curriculum addresses not only the physical health but also the emotional and social development of girls at a very critical time.

### WHAT WE DO

At Girls on the Run, we are changing the narrative about what it means to be a girl and shifting the way girls see themselves and their opportunities. We teach girls that their opinion matters and that they deserve to be heard; to celebrate what makes every girl special and unique; and that they each have strengths, talents, and skills that are valuable across many contexts and situations. It is our goal that girls learn to dampen the societal noise telling them how they should act and who they should be and, instead, ignited the spark within them to bring lasting change.

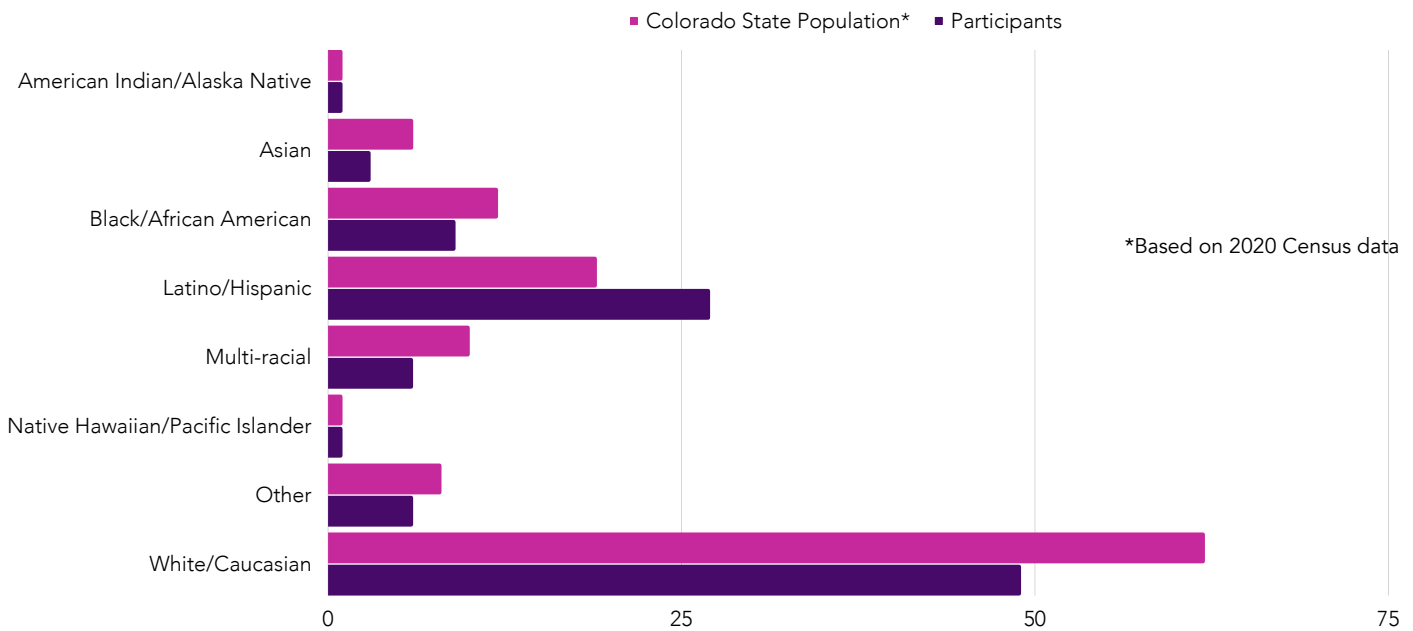
### WHY IT MATTERS

- Studies show that 3rd through 8th grade is a critical period of time for girls. Their self-confidence begins to drop **by age nine and 50% of girls ages 10 to 13 years old experience bullying.**
- A recent independent study found that the Girls on the Run intentional life skills curriculum, delivered by highly trained coaches, positively impact girls' lives by **helping them increase their self-confidence, develop healthy relationships and feel good about themselves.**
- At an age when girls are constantly trying to measure up to ideas of who they should be when they're still discovering who they are, **Girls on the Run shows them that their potential isn't just enormous, it's beyond measure.**

# INCLUSION, DIVERSITY, EQUITY, & ACCESS

- Girls on the Run is committed to ensuring that any person, regardless of race or ethnicity, socioeconomic level, ability, gender identity, or geographic region can access and be successful in the program. The organization works to support high-quality health outcomes and equity for every member of the community through intentional program outreach, coach recruitment and training, problem-solving of participation barriers, and curriculum modifications for participants with sensory, physical or intellectual disabilities.
- We work to ensure increased access to the program through intentional recruitment of high-need sites, which may include Title I schools and non-traditional school sites. No participant is ever turned away due to financial need. The organization offers site-based fees on a sliding scale in addition to need-based scholarships and payment plans for families with demonstrated need.

## MIRRORING OUR POPULATION



## AS A RESULT OF OUR PROGRAMMING...

**97%**

of girls said they learn critical life skills including resolving conflict, helping others or making intentional decisions.

**85%**

of girls improved in confidence, caring, competence, character development or connection to others.

**40%**

increase in physical activity level among girls who were least active at the start of the season.

## WHY PARTNER WITH GIRLS ON THE RUN



Girls on the Run Rockies is a leader in youth development and recognized as a top research-based program in a Social-Emotional Learning Guide developed by Harvard University. Additionally, Girls on the Run has been named one of the most influential after-school programs in Health & Wellness by the National Afterschool Association. By supporting Girls on the Run as a corporate partner, you are helping more girls learn to honor their voices, embrace their gifts and celebrate their strengths.

Girls on the Run of the Rockies serves one of the largest market shares of Girls on the Run in North America. As a partner, your company will have meaningful exposure to an engaged target audience.

**6,000+**

Unique households per year

**2,200+**

Instagram followers

**31,000+**

Active contacts in our mailing database

**40,000+**

Annual website views

**8 YEARS OLD - 70+**

Ages of girls we serve to coaches that volunteer

## YOUR SUPPORT MAKES A DIFFERENCE

Every year, 70% of the students we serve are in-need of financial support in order to participate in meaningful after-school programming. As a council, we strive to raise over \$400,000 to meet that need. Not only do we support entire teams through these scholarships but we are also able to provide individual scholarships for those who may need additional support. We also are intentional with our recruitment an expansion to make sure our program is not just fiscally accessible but also physically accessible. We have expanded our programming out of the Denver metro to as far south as Walsenburg, as far east as Burlington, and as far north as Fort Collins. We meet participants at their schools, community centers, recreation centers, parks, churches, and more in ways that would not be possible without financial support from our partners.

# BE OUR PARTNER, MAKE A DIFFERENCE

## LIMITLESS POTENTIAL PROGRAM PARTNER - \$30,000

Each year, Girls on the Run of the Rockies (GOTR) serves over 5,000+ girls at elementary and middle schools along the Front Range. We are in over 300 schools in 20 counties. More than 70% of the girls we serve come from low-income families and receive scholarships to participate in this valuable after-school program. Annually, Girls on the Run of the Rockies provides over \$400,000 in program tuition remission to qualifying participants. Our Limitless Potential Program Partner provides critical funds to make our program happen.

## WONDER WOMEN PARTNER - \$20,000

Each year Girls on the Run of the Rockies relies on nearly 1,000 women (age 18-75; mean age approximately 30) to volunteer their time and energy in the role of a Coach or Running Buddy. These women have a passion for our mission and share the vision of helping all girls know and activate their limitless potential. The Wonder Women Partner not only provides necessary funds for our trainings for all new coaches each season but also covers the cost of over 100 running buddies to participate in the end of season 5K ensuring that no participant runs alone.

## CELEBRATION 5K PRESENTING PARTNER - \$15,000

Our end of season 5K events are the culmination of program and a time to celebrate all of our GOTR participants' work towards their goal throughout the season. Our Celebration 5K Partners help to provide the infrastructure to host our participants at 5Ks, bus transportation to the events for rural and urban sites, end-of-season medals, and logistics from music, fencing, restrooms, and rental space. The finish line of the 5K is just the beginning of a lifetime of body-positivity, goal setting, and self-confidence.

## PURSUE YOUR DREAMS TEAM PARTNER - \$2,500 PER SEASON / \$5,000 PER YEAR

Being a part of a team is life-changing for so many girls. Most of our Girls on the Run participants have never participated in organized sports outside of gym class and our teams teach girls that they are so much more than just a name on a roster. Our teams build each other up, encourage each other, and never leave a GOTR girl behind. We cheer until the very last lap is done! A team partnership helps cover the program and registration fees for a full team of up to 15 girls including curriculum, practice and lesson materials, team t-shirt, medals and final celebration costs.